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News: Sagamore West Farmers' Market

FOR IMMEDIATE RELEASE FOR MORE INFORMATION CONTACT

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January 22 Callout for 2008 Sagamore West Farmers' Market \$38,000 Federal Grant to Boost Marketing, Reward Vendors

West Lafayette, Ind. – January 15, 2008 – Produce vendors, artists, entertainers, and health, nutrition and fitness experts from the region are invited to learn about the expanded opportunities that will be available this year at Sagamore West Farmers' Market in West Lafayette. Those interested are asked to attend a callout meeting at 7 p.m., on Tuesday, January 22, at Westminster Village, 2741 N. Salisbury St. in West Lafayette.

This year will be the fourth season for the market in Cumberland Park off Salisbury Street, to be held from 3 to 6:30 p.m. every Wednesday from May 7 through October 29. The market will benefit from a \$38,000 grant awarded by the U.S. Department of Agriculture that will fund the launch of a "Green and Lean" marketing campaign emphasizing healthy foods and living. The grant also will cover rewards to regular vendors and customers and fund a portable ATM machine at the site, among other perks.

At least 75 percent of a vendor's goods offered for sale must be grown, made or produced in Indiana. Goods may include produce, meats, herbs, flowers, baked goods and other items. Crafters' booths will be juried for entry and must carry items handmade by the vendor. The cost is \$75 for the 26-week season. A limited number of spaces are available free to area nonprofit, 501-3 (c) organizations, for promotional purposes. Space for nonprofits will be awarded first-come, first-served.

The market is also seeking entertainers and activities that focus on fitness, nutrition and safety.

Applications and information packets regarding space allotments and market operations will be available at the callout session, and a representative from the Tippecanoe County Health Department will discuss requirements and regulations.

Sagamore West Farmers' Market is sponsored by West Lafayette Parks and Recreation and the Sagamore West Area Business Alliance Farmers' Market Committee.

For more information, vendors should contact Kathy Cubberley, Sagamore West Farmers' Market director, at 765/463-4801. Nonprofits should contact Kathleen Mills, grant administrator, at 765/464-1953.

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